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# HOMEMAKERS' CHAT

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U. S. DEPARTMENT  
OF AGRICULTURE  
OFFICE OF INFORMATION

(Release on receipt)

SUBJECT: "Air Food Special"--Information from the Bureau of Agricultural Economics, U. S. Department of Agriculture

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When you say food is "tree ripened" or "garden fresh"...you mean it's extra special. Rich in vitamins. Tops in flavor. Pretty to see as well as good to eat.

All of us can't live in Southern climes. But thanks to air transportation... we can look forward to the day--in the not so distant future--when fruits and vegetables from the South and West will be delivered to us by air..."garden fresh".

Already...Detroit housewives have had an opportunity to sample some of the products. In trial shipments...air cargoes have moved lettuce from California to Detroit.

Now growers and marketing specialists are studying plans to transport other products by air. For example...they have in mind tender sweet corn that must be eaten soon after it is picked if the full flavor is enjoyed...spinach and cauliflower that can be shipped cleaned and washed and ready to cook...lima beans and English peas picked at just the right stages of ripeness and shelled and ready to cook.

In Texas...growers are talking about shipping fresh citrus fruit juice by air. There's not much point in moving the citrus fruit itself by air. Oranges, grapefruit, tangerines and lemons all move well by less expensive means of transportation---by boat or rail or truck. But the fresh juice is another matter.

A plan the growers have in mind is to extract the juice from the freshly picked oranges in a plant near the airport. Then they will chill and pack the juice in containers for shipment by plane. The marketing specialists say that one of these

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days you may have a container of fresh orange juice delivered at your door right along with the morning milk.

Something else. When regular air cargoes get underway...Southern growers will be able to ship more flowers by plane. At present...they are moving only the more expensive flowers that way...the orchids, carnations and lilies. In the South, many flowers grow in the open all through the winter. Gladioli, camellias...roses ...gardenias. Marketing specialists say that growers may find it profitable to ship these and green plants and ferns to Northern markets by air.

As the marketing specialists see it...the cost of air shipments can be reduced. They've suggested some ways Southern growers can cut the corners on expenses. For example, they advise the use of lighter containers than are now being used. Still another saving will come from using less ice. These are some of the things the shippers will have to work out.

Even with savings in cost---the marketing specialists tell us we may pay a few cents more for foods shipped by air than by other transport. But it'll be worth a premium to get 'em "tree ripened" and "garden fresh."

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